

**MULTIMEDIA**



**UNIVERSITY**

**STUDENT ID NO**

--	--	--	--	--	--	--	--	--	--

# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

**TRIMESTER 1, 2017/2018**

### **LCA 2017 CHANNEL ARCHITECTURE IN STRATEGIC COMMUNICATION**

21 OCTOBER 2017  
2.30 pm – 4.30 pm  
(2 Hours)

---

#### **INSTRUCTIONS TO STUDENTS**

1. This question paper consists of **TWO** printed pages with **ONE** section.
2. Answer **ALL** questions.
3. Write your answers in the Answer Booklet provided.

**ANALYSIS [50 MARKS]**

**Instructions:** Read the information below and write an integrated strategic communication campaign.

**Background**

GiveEdu Foundation is a non-profit body established in 2015 to spearhead the GiveEdu Programme where they adopt under-served and underperforming schools in rural areas.

During the adoption period, companies fund a range of activities such as spelling bees, extra classes and sports clinics to enhance the students' academic performance and well-being.

**Problem statement**

GiveEdu schools are typically located in rural areas and have lower than 65 per cent passing rate for major examination results. The students' parents usually earn less than RM1,500 a month.

GiveEdu Foundation chairman Mr. David Beckham said the appointment of celebrity endorsement, Datuk Siti Nurhaliza for their fundraising campaign next year could encourage and nurture the creative talents of rural kids in the arts industry.

"Her singing talent and pleasant personality have made her an idol to Malaysians, especially the younger generation," he said.

As of June this year, there are 30 GiveEdu schools. However, there is a need for more companies and individuals to come onboard, as there are some 50 schools in need in the country, with a majority of them in Sabah and Sarawak.

As a Strategic Communication Manager, working with GiveEdu Foundation you have been asked by your Chairman to prepare a presentation for the fundraising and community relations activity for the next year campaign effort.

**Question:**

Write a proposal on integrated strategic communication for a fund raising campaign. Include a varied communication channels mix, including a fundraising dinner in your proposal. Follow the ten-point plan below:

- i). Situational analysis (5 marks)
- ii). Background (5 marks)
- iii). Communication goals. (5 marks)
- iv). Objectives (objective must be specific, measurable, attainable, realistic and time-bound) (5 marks)
- v). Identify profile audiences. (5 marks)
- vi). Develop messages and audience segmentation. (5 marks)
- vii). Develop strategies. (5 marks)
- viii). Select integrated communication channels including traditional and non-traditional. (5 marks)

**Continued...**

- ix). Implement the programme – roles and responsibility, gantt-chart and budget. (5 marks)
- x). Measure the success/impact of the programme (identify which methods to be used to monitor and evaluate your campaign). (5 marks)

**End of Paper**